

**Public Relations Institute of Australia  
2006 Golden Target Awards  
& State Awards for Excellence**

**Entry**

**Tasmanians for a Better Future Campaign**

**Entrant**

**Tony Harrison FPRIA  
Corporate Communications (Tas) Pty Ltd**

**Category 2**

**Public Affairs**

**CORPORATE  
COMMUNICATIONS**

*Strategic Communications Consultants*



**Tasmanians for a Better Future**



## **Tasmanians for a Better Future**

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## **Tasmanians for a Better Future**

### **Executive Summary**

In the lead-up to the March 2006 Tasmanian election, all political polling indicated that the most likely electoral outcome was a hung parliament and minority government.

This was confirmed by media and political commentators who, without exception predicted that the most likely electoral outcome was the Labor Party winning a maximum of 11 seats in the new parliament, the Liberals up to 10 and the Greens with as many as six members.

This prospect promoted concern among many people in the Tasmanian community who feared that political instability and particularly a disproportionate influence by the Green Party, would impact on the State's economic growth and prosperity.

A group of concerned Tasmanians, representing business, community groups and individuals, approached the consultancy and asked it to research, develop and implement a campaign to support the election of a majority government.

The Tasmanians for a Better Future campaign did not support a single party, but was developed to encourage a vote for one of the two major parties and ensure a majority government after the election.

The campaign was instrumental in raising stable, majority government as a key election issue and is credited by political and media observers as playing the major role in the return of the Labor Government.



## Tasmanians for a Better Future

### Situation Analysis

All public and political party polling prior to the March 2006 Tasmanian election pointed to no political party securing a Parliamentary majority in the 25-seat House of Assembly.

The Labor Government was going into the election holding 14 seats, the Liberal Party seven and the Tasmanian Greens four.

The Labor Party had been impacted by the death of charismatic former Premier Jim Bacon and a series of damaging political gaffes. The Liberal Party had made some gains in recapturing public appeal following its disastrous result four years earlier. The Greens appeared to have increased their support as a result of strong media coverage of a number of major conservation-based issues.

Based on all pre-election polling, Tasmania's unique Hare-Clarke proportional voting system and multi-member electorates was likely to see the return of 10 or 11 Labor members, nine or ten Liberals and five or six Greens. This would effectively give the Greens the balance of power in the parliament, the ability to actually decide which party would form government and to exert disproportionate influence on government policy and legislation.

Tasmania has enjoyed unprecedented growth over the past eight years following the previous minority government, with economic activity, employment, capital investment and employment improving at a rate in excess of the national average. This growth is set to continue with a number of major developments, including a \$1.5 billion export pulp mill, in planning and ready to proceed. However, developers require political stability and certainty in political decision-making.

This prospect of a hung parliament or minority government deeply concerned many Tasmanians, recalling the experience of previous minority governments, and fearful that such an outcome would impact adversely on the State's political and economic stability and threaten the steady growth achieved over the past eight years.

A group of concerned Tasmanian business and community leaders joined together as a group called Tasmanians for a Better Future and commissioned the consultancy Corporate Communications (Tas) Pty Ltd to develop and implement a campaign to firstly raise stable majority government as an issue and secondly and importantly, to promote the election of a majority government at the poll.

The brief was not to promote a particular political party, but to work to ensure that following the election, one party commanded a parliamentary majority. Realistically, that would be either of the Labor or Liberal parties.

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## **Tasmanians for a Better Future**

### **Goals and Objectives**

The goals and objectives of the campaign were extremely simple.

It should:

- Raise the prospect of a hung parliament and minority government as an election issue.
- Encourage Tasmanians to vote to ensure the return of a majority government at the election.

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## **Tasmanians for a Better Future**

### **Research**

While no specific research was undertaken in the development of the campaign, the consultancy reviewed all recent public opinion polling.

Corporate Communications gained access to government research that confirmed the likely election outcome as the return of 10 Labor, nine Liberal and six Green parliamentarians.

While a strong client preference was to mount a campaign critical of, and attacking the Greens, the consultancy's research revealed a clear public view that the party was viewed as a legitimate segment of the Tasmanian political landscape and little would be gained by an all-out assault on its policies or personalities.

### **Target Publics**

The target public for the campaign was the broad Tasmanian electorate.

Every Tasmanian over the age of 18 was entitled to vote in the election and this called for a strategy designed to reach most, if not all voters.

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## **Tasmanians for a Better Future**

### **Communication Strategy**

It was determined to develop a positive campaign that would present the benefits of stable, majority government and the social, economic and environmental gains achieved by Tasmania over the eight years since the previous minority government.

In order to reach the maximum number of electors and to cut through the election clutter, major television and press placements were selected as the most effective mediums to carry the campaign.

It was anticipated that publicity would be generated, but this was seen as a bonus to support the advertising activity.

The television commercials would run statewide on all three commercial television channels and the press advertisements would be placed in the three Tasmanian regional daily newspapers.

Consistent with the brief and supported by the research, the campaign would not promote one particular political party, but ask Tasmanians to vote for the party they believed had the best chance of forming a majority government after the election.

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## Tasmanians for a Better Future

### Implementation

The television campaign centred on a young Tasmanian family recently returned from living in Sydney. It emphasised employment and lifestyle opportunities, climate and the environment.

Two television commercials were produced – a 60-second advertisement emphasising lifestyle factors and a 30-second spot focusing on employment issues. The television advertisements were run on all three Tasmanian television networks, over a three-week period leading up to the 18 March election.

The press campaign reinforced the television advertising, but also featured a broad cross section of Tasmanians, all members of the Tasmanians for a Better Future group, who urged their fellow electors to vote for majority government. The advertisements were run in the three Tasmanian daily newspapers and also in the monthly business publication, *The Tasmanian Business Reporter*.

The campaign was funded by donations from Tasmanian businesses and community representatives.

The advertising was supported by media comment from a number of business leaders, including representatives of the peak employer body, the Tasmanian Chamber of Commerce and Industry, calling for the return of a majority government.

The impact of the campaign generated significant media interest, resulting in 'free' exposure of the television commercials in news services (including the ABC) and reproduction of the press advertisements in newspaper stories.

### Budget


The campaign was funded by donations from Tasmanian businesses and community representatives.

Budget details are confidential and provided in Appendix D

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## Tasmanians for a Better Future

### Results

The effect of the campaign was to assist the incumbent Labor Government as during the campaign all commentators, political pundits and even the political parties gave Labor the best chance of securing the necessary 13 seats for a parliamentary majority.

The campaign succeeded in raising stable, majority government as the key election issue. This was realised particularly by the Labor and Green parties. Labor moved quickly to capitalise on the campaign, pointing to it as the only party able to win a majority of seats. The Greens sought to criticise the campaign as being anti-Green, which only served to further enhance its prominence and promote majority government as an election issue. One interstate commentator even described the campaign as 'the one stand-out of the entire election campaign.'

The campaign also prompted a number of other prominent Tasmanians to support the call for majority government. Leading this was the state's peak employer body, the Tasmanian Chamber of Commerce and industry.

The Labor vote improved steadily as the campaign progressed and the final election outcome maintained the status quo in Parliament – 14 Labor, seven Liberal and four Green. Indeed, the final Green seat was retained by just a handful of votes, denying Labor a 15<sup>th</sup> seat in parliament, in what would have been an unprecedented outcome under Tasmania's unique electoral system.

While the Liberal Party has remained silent, both the Labor and Green parties have confirmed that the campaign did succeed in influencing votes and consequently the election outcome. This is supported by media comments during and following the election (see media monitoring material provided).



## Tasmanians for a Better Future

### Evaluation

For the client, Tasmanians for Better Future, the campaign achieved its objective of ensuring the return of majority government and continued political stability in Tasmania.

As Matthew Denholm wrote in *The Australian* on 3 March 2006:

"The prospect of minority government has become a central election issue....."

On the same day, the Tasmanian Chamber of Commerce and Industry called on Tasmanians to back majority government.

On 15 March, *The Age* newspaper wrote that the campaign to fend off the Greens' bid to hold the balance of power ".....may be biting with the electorate."

Perhaps the ultimate confirmation of the success of the campaign came in a Senate debate on 16 June 2006, when Australian Greens Senator Christine Milne, although highly critical of the outcome, described the Tasmanians for a Better Future campaign as "hugely successful" and went on to say that "the polling shows that they significantly influenced the vote."

The re-election of the majority Labor Government, coming from a position where at the time of calling the election, at best was predicted to hold only 11 seats, provides the final confirmation.

Leading up to and through the election campaign, the Labor party suffered extensive criticism and was unable to gain any traction with the electorate, apart from offering voters the prospect of stable, major government – the issue developed and successfully promoted by the Tasmanian for a Better Future campaign.

Word count (excluding headings) 1,746.

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## **Appendix A: Supporting material**

Senate debate extract

Media clippings

Audio-visual materials

DVD of television commercials

Copies of press advertisements

## **Australian Senate**

ELECTORAL AND REFERENDUM AMENDMENT (ELECTORAL INTEGRITY AND OTHER MEASURES) BILL 2006 Second Reading 16 June 2006

**"Senator Milne** (Tasmania) (10.34 a.m.)—I rise today to express my grave concerns about the legislation before the house. I have listened carefully to the contributions of previous speakers, and I am afraid that my experience of the Australian electoral system has not been as positive as that of some who have spoken. ....

.....

Senator Minchin, in relation to these third party provisions, has said here that it will be necessary for third party requirements to apply to associated entities as these entities can be actively involved in the political process. The definition of 'associated entities' is to include entities with financial membership of a registered political party—and, of course, these religious groups will not be registered members of a political party—and, secondly, entities on whose behalf a person is exercising voting rights in a registered political party. How are you ever going to know that an entity is using their influence and that a person voting in a political party has been influenced by these third party entities?

It is really important that we get that clarification, because I come now to the last Tasmanian state election. Following the election, the chief electoral officer, Bruce Taylor, on ABC Radio on 27 March this year, said:

The second problem appears to be with these—

that is in relation to disclosure from third parties—

that it is hard to actually pinpoint the real source of the fund. They can certainly be channelled through various organisations and it may still be difficult to prove exactly where the money came from.

### **Tasmanians for a Better Future**

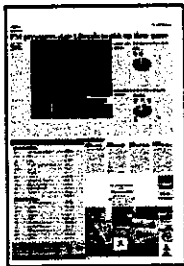
What he is pointing out there is in relation to the campaign run in Tasmania by Tasmanians for a Better Future. This is the way that I believe the market will get around these third party disclosure laws. Tasmanians for a Better Future is not a registered entity. All its ads, TV and print, were placed by Tony Harrison from Corporate Communications Tasmania, which is a public relations company. That public relations company then refused to disclose who had funded the ad campaign. The requirements just say that it has to be properly authorised. Okay, Tasmanians for a Better Future had a name and address: Tony Harrison, Corporate Communications.

Tony Harrison utterly and absolutely has refused to this day to say who funded this hugely successful and expensive advertising campaign in Tasmania against the Greens. Why would they have done that? We had one person come forward as a result of that to say that he had invested money in it. That was Michael Kent. Michael Kent—surprise, surprise!—is

the President of the Tasmanian Chamber of Commerce and Industry. But he said he was not doing it on behalf of the chamber of commerce; he was doing it of his own volition. Who is going to put in the return—the chamber of commerce? Or do we accept his word that he is a private entity? How will he end up reporting here and how do we find out who the Tasmanians for a Better Future are? They were reported to be 20 or 30 leading businesspeople. What deals have gone down that mean that you can just spend a relatively small amount of money in the national context in a state like Tasmania and you can change votes?

Corporate Communications now have a very clear business model for anyone trying to influence the outcome of a vote in Tasmania. They can, on a confidential basis, show clients, but not the Australian community or the Electoral Commission, how much was invested in the ad campaign and how many votes they changed. They went for saturation advertising, and the polling shows that they significantly influenced the vote. I would like to know, Senator Minchin, how the third party disclosure laws are going to address that issue.

Then we had another situation where there were full-page ads purported to be from an individual in Launceston, a Mr Dean Cocker. Then we found out that Mr Dean Cocker is in fact the managing director of JAC Group, the company of his grandfather, Mr Joe Chromy. And, after the election, after the full-page ads appeared everywhere, we found out that the messages were all carefully synchronised. We had Tasmanians for a Better Future, we had the Chromy campaign and we had the Exclusive Brethren campaign, and the messages were all carefully synchronised in saying: return a majority government. And, in the Tasmanian context, the only people who could be the majority government were those in Paul Lennon's Labor Party.



Size: 310.77 sq. cm.

# THE AGE

Date: Monday, 20 March 2006  
Page Number: 4  
Edition: First  
Supplement: MAIN

Market: Victoria Melbourne  
Circulation: 193,500  
Published: MON TO SAT  
Editorial: [email the editor](mailto:email_the_editor)  
Item No: P9711599

## Tasmania's embattled Greens brace for the winter blues

"IT'S funny, the thoughts that pop into your head," said Tasmanian Greens leader Peg Putt.

As she prepared to take the election tally room podium on Saturday night, Ms Putt thought of mobile phones. "The mobiles we have are all dying now, because we got them all at the same time. And I was thinking: 'we'd better get them replaced quickly, in case we lose party status'."

The Greens were left battered by a campaign from big business and fundamentalist Christians, and are likely to lose one of their four seats. Party status may go too.

Former sawmiller Kim Booth is unlikely to hold his Launceston seat of Bass though, in rural Lyons, Tim Morris should hold on. Ms Putt and Nick McKim are safe in Hobart.

Many hundreds of thousands of dollars were spent against the

Greens in advertising that peaked in the campaign's final week. There were two main campaigns — one by the ultra-conservative Exclusive Brethren, which had links to the Liberals, and the other by anonymous businessmen tied to Labor, called Tasmanians for a Better Future.

"They have a perfect right to campaign, but we need people to be aware of who is campaigning," Ms Putt said.

ANDREW DARBY



Tasmanian Greens leader Peg Putt speaks to the media in Hobart yesterday as MMA for Lyons Tim Morris watches.

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Size: 119.61 sq. cm.

# THE AGE

Date: Wednesday, 15 March 2006  
Page Number: 11  
Edition: First  
Supplement: MAIN

Market: Victoria Melbourne  
Circulation: 193,500  
Published: MON TO SAT  
Editorial: [email the editor](#)  
Item No: P9648234

## Business backs majority government

By **ANDREW DARBY**  
HOBART

TASMANIAN business will today ratchet up its campaign for majority government at Saturday's state election, releasing a survey claiming it is of overwhelming concern.

With a poll indicating the Labor Government's chances of fending off a Green balance of power are improving, pleas by a business group and the ALP may be biting with the electorate.

"It's a surprise just how significant the vote was in the survey in favour of majority government," said Damon Thomas, executive director of the Tasmanian Chamber of Commerce and Industry. "We got a very large 'yes', particularly from a large number of small and micro-businesses who may not

have had any direct experience of minority."

A separate group of business people hidden behind the name "Tasmanians for a Better Future" has run advertisements lamenting the prospect of the state returning to "the bad old days" of minority government.

The advertisements were authorised by a Hobart public relations executive with listed clients among the state's major companies.

The managing director of Corporate Communications, Tony Harrison, declined to say who was in the group but confirmed the television advertisements, print and direct mail were costing tens of thousands of dollars.

They bolster a campaign theme by Premier Paul Lennon that only Labor can deliver stable majority government. He claims

a hung Parliament would remove investor confidence, stalling the economy and drying up investment.

The latest poll shows Labor's vote strengthening, while Liberals and Greens fail to make ground. But an ALP majority remains uncertain. The 25 seat House of Assembly would have an 11-7-4 result with three seats too close to call, according to a poll taken last week.

Campaigns against the Greens are also being run by anti-gay groups and the forest industry.

The Greens' forests policy, released yesterday, confirms it would seek to protect more of the state's old growth forest, rejects the state's flagship industrial project, a \$1.5 billion pulp mill, and plans a transition to plantation-sourced wood products.



Size: 167.85 sq. cm.

# THE AUSTRALIAN

Date: Friday, 03 March 2006  
Page Number: 8  
Edition: First  
Supplement: MAIN

Market: National  
Circulation: 133,841  
Published: MON TO FRI  
Editorial: [email the editor](mailto:email.the.editor)  
Item No: P9507345

## Mystery adverts have Greens seeing red

Matthew Denholm

TASMANIA'S Greens are crying foul over anonymous television election advertisements urging voters to back majority government — but *The Australian* has learned one of their own supporters stars in the ads.

Polls point to a minority government as the most likely outcome on March 18 and the ads — funded by an anonymous group — urge Tasmanians to instead vote for majority government.

While not specifying which party Tasmanians should back, the ads are widely seen as favouring the incumbent Labor, at the expense of the minor-party Greens.

Ben Allen plays one half of a couple returning to a prosperous Tasmania, which the ad suggests was made possible by a stable, majority Labor Government.

But he told *The Australian* he was a Greens voter who did not really believe the central theme.

"I don't really share that view — I'm just acting," he said. "I usually vote Green. It was just a role that I took on basically to get paid."

He said he and actress partner Cath Sansom-Gower had recently returned to Hobart from Jindabyne, NSW, but the rest was

"just acting".

The couple received the work from an acting agency.

The Greens demanded yesterday to know who was behind the ads, which are backed by a mysterious group known as Tasmanians for a Better Future.

Running up until polling time, the ads are a welcome boost for Premier Paul Lennon. He claims "only Labor can deliver stable, majority government" and is campaigning on the slogan "building a better Tasmania".

The anonymous ads are authorised by Tony Harrison, managing director of PR firm Corporate Communications, and former press secretary to Tasmanian Liberal premier Robin Gray.

Mr Gray lost office at the 1989 election when Labor formed an accord with five Greens independents to govern in minority.

Mr Harrison would not reveal who was in Tasmanians for a Better Future, or who paid for the ads. He said he was "associated with" the group but did not help pay for the ads.

Tasmania is no stranger to controversial political ads. After the 1989 Labor-Greens accord was formed, advertisements backed by an equally mysterious

"Concerned Citizens for Tasmania" were published, calling for a fresh election.

A later royal commission into a political bribery affair concluded the ads were "a deception" of the people and had been placed under the direction of Mr Gray, who is now a director of timber company Gunns.

Mr Gray could not be contacted yesterday. Mr Harrison said Gunns was not involved in funding the current TV ads.

Gunns chairman John Gay warned voters last week against minority government. Gunns has used Corporate Communications and Mr Harrison in the past for communications work.

Unlike federal electoral laws, Tasmanian law does not require disclosure of funding for election advertisements.

The prospect of a minority government has become a central election issue after the Greens, and then the Liberals, told *The Australian* they would not guarantee to pass the budgets of a minority Lennon government.

The Tasmanian Chamber of Commerce and Industry yesterday called on voters to back majority government.

Editorial — Page 15





**Lisa Jekimovics**

**INTERNET/WIRES summaries**

© 2006  
[www.themercury.com.au](http://www.themercury.com.au)  
 Wednesday, 22 March 2006  
 (M40258277)

The secretive \$200,000-plus political advertising campaign waged by the anonymous group Tasmanians for a Better Future has landed its Hobart frontman Tony Harrison in professional hot water.



© 2006  
[www.abc.net.au/rural](http://www.abc.net.au/rural)  
 Tuesday, 28 February 2006  
 (M39996138)

The advertisements have been broadcast on commercial television and feature the group calling itself "Tasmanians For a Better Future".



© 2006 [www.abc.net.au](http://www.abc.net.au)  
 Tuesday, 28 February 2006  
 (M39994895)

A group of Tasmanian business people are backing election advertisements promoting majority government. The advertisements have been broadcast on commercial television and feature the group calling itself "Tasmanians For a Better Future".



© 2006 [www.abc.net.au](http://www.abc.net.au)  
 Tuesday, 28 February 2006  
 (M39995473)

The advertisements have been broadcast on commercial television and feature the group calling itself "Tasmanians For a Better Future". It is understood those involved are individual business people, rather than companies, but their identity is not yet known.



© 2006  
<http://au.yahoo.com>  
 Tuesday, 28 February 2006  
 (M39998884)

The advertisements have been broadcast on commercial television and feature the group calling itself "Tasmanians For a Better Future". It is understood those involved are individual business people, rather than companies, but their identity is not yet known.



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## Lisa Jekimovics

### PAPERS/MAGAZINES at a glance

**Mystery adverts have Greens seeing red**

Includes:

The Australian  
Friday, 3 March 2006

PDF

**Logging money talks loudly in battle for Tasmanians' votes**

Includes:

The Australian Financial Review  
Friday, 3 March 2006

PDF

**Logging money talks loudly in battle for Tasmanians' votes**

Includes:

The Australian Financial Review  
Friday, 3 March 2006

PDF

**Greens call for reveal on ads**

Includes:

The Examiner  
Saturday, 4 March 2006

PDF

**Big end of town**

Includes:

The Mercury  
Monday, 6 March 2006

PDF

**Ad campaign could prove critical for Libs**

Includes:

The Examiner  
Tuesday, 7 March 2006

PDF

**Lobby groups splurge on ads**

Includes:

The Advocate  
Wednesday, 8 March 2006

PDF

**Dirt and desperation**

Includes:

The Mercury  
Saturday, 11 March 2006

PDF

**Business backs majority government**

Includes:

The Age  
Wednesday, 15 March 2006

PDF

**Lennon has taken Tasmanians for granted during this election campaign**

Includes:

Media Release  
Thursday, 16 March 2006

PDF

**Voters set to return Lennon, the Tasmanian devil they know**

Includes:

The Age  
Friday, 17 March 2006

PDF

**Big business**

Includes:

The Mercury  
Friday, 17 March 2006

PDF

**Scare and smear campaign against the Greens**

Includes:

The Weekend Australian  
Saturday, 18 March 2006

PDF

**Tasmania's embattled Greens brace for the winter blues**

Includes:

The Age  
Monday, 20 March 2006

PDF

**Putt lashes out at 'shadowy figures'**

Includes:

**The Advocate**  
**Monday, 20 March 2006****Ad man lands in hot water**

Includes:

**The Mercury**  
**Wednesday, 22 March 2006****PAPER/MAGAZINE summaries****The Australian**  
**Friday, 3 March 2006**  
**Page: 8**Edition: First  
Photo: No  
Article size: 167.97 sq. cm.  
Market: National  
(P9507345)**Mystery adverts have Greens seeing red**TASMANIA'S Greens are crying foul over anonymous television election advertisements urging voters to back majority government - but The Australian has learned one of their...  
Includes:

▲ top

**The Australian Financial Review**  
**Friday, 3 March 2006**  
**Page: 80**Edition: First  
Photo: No  
Article size: 462.34 sq. cm.  
Market: National  
(P9511004)**Logging money talks loudly in battle for Tasmanians' votes**'I guess I should have been shocked, but I wasn't because that's how business is done in Tasmania.' Bob Cheek, former leader of the...  
Includes:

▲ top

**The Australian Financial Review**  
**Friday, 3 March 2006**  
**Page: 80**Edition: First  
Photo: No  
Article size: 468.22 sq. cm.  
Market: National  
(P9512094)**Logging money talks loudly in battle for Tasmanians' votes**Bob Cheek, former leader of the Liberal Party in Tasmania, is referring to the night he was summoned to the Launceston office of John ...  
Includes:

▲ top

**The Examiner**  
**Saturday, 4 March 2006**  
**Page: 6**Edition: First  
Photo: No  
Article size: 56.80 sq. cm.  
Market: Launceston  
(P9526764)**Greens call for reveal on ads**Tasmanian Greens leader Peg Putt has called for those behind an advertising campaign promoting majority government to reveal themselves.  
Includes:

▲ top

**The Mercury**  
**Monday, 6 March 2006**  
**Page: 19**Edition: First  
Photo: No  
Article size: 79.04 sq. cm.  
Market: Hobart  
(P9536941)**Big end of town**It comes as no surprise that a shadowy group of vested, big business interests is behind a campaign to scare Tasmanians into voting for the...  
Includes:

▲ top

**The Examiner**  
**Tuesday, 7 March 2006**  
**Page: 15**Edition: First  
Photo: Yes**Ad campaign could prove critical for Libs**It is difficult to know which was the louder sound at the end of the second week of the State election campaign...  
Includes:

Article size: 405.40 sq. cm.  
Market: Launceston  
(P9549485)

Includes:

▲ top



**The Advocate**  
**Wednesday, 8 March 2006**  
**Page: 5**  
Edition: First  
Photo: No  
Article size: 79.69 sq. cm.  
Market: Burnie, Devonport  
(P9564530)

**Lobby groups splurge on ads**  
LOBBY groups involved in the forests debate will spend at least \$130,000 on campaign advertising but that could be eclipsed by a mystery group of...  
Includes:

▲ top



**The Mercury**  
**Saturday, 11 March 2006**  
**Page: 34**  
Edition: First  
Photo: Yes  
Article size: 836.60 sq. cm.  
Market: Hobart  
(P9610510)

**Dirt and desperation**  
THERE was a powerful sense of deja vu about Thursday's front page headline which screamed "Dirty tricks".  
Includes:

▲ top



**The Age**  
**Wednesday, 15 March 2006**  
**Page: 11**  
Edition: First  
Photo: No  
Article size: 119.61 sq. cm.  
Market: Victoria Melbourne  
(P9648234)

**Business backs majority government**  
TASMANIAN business will today ratchet up its campaign for majority government at Saturday's state election, releasing a survey claiming it is of overwhelming concern.  
Includes:

▲ top



**Media Release**  
**Thursday, 16 March 2006**  
**Page: 32**  
Edition: First  
Photo: No  
Article size: 374.76 sq. cm.  
Market: National  
(P9673794)

**Lennon has taken Tasmanians for granted during this election campaign**  
Liberal Leader Rene Kidding today said the Premier Paul Lennon has taken Tasmanians for granted during this election campaign - just as Labor has for the...  
Includes:

▲ top



**The Age**  
**Friday, 17 March 2006**  
**Page: 13**  
Edition: First  
Photo: No  
Article size: 288.76 sq. cm.  
Market: Victoria Melbourne  
(P9681282)

**Voters set to return Lennon, the Tasmanian devil they know**  
INCUMBENT Labor Premier Paul Lennon looks likely to be returned to office in tomorrow's Tasmanian election, fronting either a majority or minority government.  
Includes:

▲ top



**The Mercury**  
**Friday, 17 March 2006**  
**Page: 25**  
Edition: First  
Photo: No  
Article size: 26.25 sq. cm.  
Market: Hobart  
(P9683816)

**Big business**  
Given that the "Tasmanians for a Better Future" scare campaign is being funded by Michael Kent and some of his Tasmanian Chamber of Commerce and...  
Includes:

▲ top



**The Weekend Australian,**  
**Weekend Inquirer**  
**Saturday, 18 March 2006**

**Scare and smear campaign against the Greens**

GPB and Inquiries rather than positive



**Saturday, 16 March 2006**  
**Page: 24**  
 Edition: First  
 Photo: No  
 Article size: 306.38 sq. cm.  
 Market: National  
 (P9700946)

FEAR and loathing, rather than positive visions for the future, have marked the closing stages of an at times vitriolic election campaign in Tasmania.  
 Includes:

▲ top

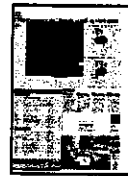


PDF

**The Age**  
**Monday, 20 March 2006**  
**Page: 4**  
 Edition: First  
 Photo: Yes  
 Article size: 310.77 sq. cm.  
 Market: Victoria Melbourne  
 (P9711599)

**Tasmania's embattled Greens brace for the winter blues**  
 "IT'S funny, the thoughts that pop into your head," said Tasmanian Greens leader Peg Putt.  
 Includes:

▲ top



PDF

**The Advocate**  
**Monday, 20 March 2006**  
**Page: 5**  
 Edition: First  
 Photo: No  
 Article size: 69.90 sq. cm.  
 Market: Burnie, Devonport  
 (P9714642)

**Putt lashes out at 'shadowy figures'**  
 THE Tasmanian Greens yesterday signalled a return to their environmental roots and "hard-nosed" politics after Saturday night's disappointing election result.  
 Includes:

▲ top



PDF

**The Mercury**  
**Wednesday, 22 March 2006**  
**Page: 3**  
 Edition: First  
 Photo: No  
 Article size: 124.53 sq. cm.  
 Market: Hobart  
 (P9740571)

**Ad man lands in hot water**  
 THE secretive \$200,000-plus political advertising campaign waged by the anonymous group Tasmanians for a Better Future has landed its Hobart front man Tony Harrison in professional...  
 Includes:

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Electronic Media



## Lisa Jekimovics ~CORPORATE COMMUNICATIONS

**Demographics Audience**  
Source: ACNielsen, OzTAM  
and ATR Australia

**ABC Radio Tasmania Tim Cox**  
9:51AM AEST Monday, 20 March 2006  
Producer: John Sluis 62353222

PEG PUTT. Female talkback caller Margaret says Tasmanian Greens Leader Peg Putt cannot complain about heckling while forest workers have always had to endure heckling from Greens supporters.

Refers To: ABC; Tasmanians For A Better Future; Australian Greens Senator Bob Brown; Recherche Bay, Tasmania.  
(M40230925)

### Order this Item

**Macquarie Regional Radio Network Charles Wooley Across Australia**  
11:05AM AEST Monday, 20 March 2006  
Producer: Mr Richard Perno 1300 655 141

Wooley interviews Peg Putt, Tasmanian Greens, about the possible loss of a seat for the Greens at the Tasmanian election. Putt says the nature of campaigning across Australia is resorting to scare tactics. Putt says there is nothing preventing the advertisement of misleading material as long as it is properly authorized. Putt says a small party like the Greens is significantly disadvantaged in resources. Putt says the Tasmanian Greens will still be strong at the state and federal levels of Government.

Refers To: Exclusive Brethren of Australia, Tasmanians for a Better Future. Tasmanian Premier Paul Lennon, Woolworths, The Democrats, ALP, Liberal Party, Debotoly Wines (ph. sp.).  
(M40232384)

### Order this Item

**HOBART RADIO NATIONAL 585AM Radio News**  
4:00PM AEST Friday, 17 March 2006

TASMANIAN ELECTION. The Tasmanian Greens are concerned about whether the Tasmanian State Government is connected to the Tasmanians For A Better Future advertising campaign.

Grab(s) of Australian Greens Senator Christine Milne, who says she wants the Tasmanian State Government to rule out its involvement;  
Tasmanian Premier Paul Lennon, who says he is not aware of who is part of the campaign.

Refers To: Michael Kent, Tasmanian Chamber of Commerce and Industry.  
(M40216165)

16-24	0
25-39	0
40+	1,700
All People	1,700
ABs	600
GBs	1,300

### Order this Item

**936 ABC HOBART Radio News**  
4:00PM AEST Friday, 17 March 2006

News Director: Mr Andrew Fisher 03 6235 3333

TASMANIAN ELECTION. The Tasmanian Greens are concerned about whether the Tasmanian State Government is connected to the Tasmanians For A Better Future advertising campaign.

Grab(s) of Australian Greens Senator Christine Milne, who says she wants the Tasmanian State Government to rule out its involvement;  
Tasmanian Premier Paul Lennon, who says he is not aware of who is part of the campaign.

Refers To: Michael Kent, Tasmanian Chamber of Commerce and Industry.  
(M40216166)

16-24	0
25-39	200
40+	6,000
All People	6,200
ABs	1,100
GBs	3,800

### Order this item

**ABC Northern Tasmania Radio News**  
4:00PM AEST Friday, 17 March 2006

News Director: Ms Jodi Lowe 62 35 3333

TASMANIAN ELECTION. The Tasmanian Greens are concerned about whether

the Tasmanian State Government is connected to the Tasmanians For A Better Future advertising campaign.  
 Grab(s) of Australian Greens Senator Christine Milne, who says she wants the Tasmanian State Government to rule out its involvement;  
 Tasmanian Premier Paul Lennon, who says he is not aware of who is part of the campaign.  
 Refers To: Michael Kent, Tasmanian Chamber of Commerce and Industry.  
 (M40216167)

**Order this item****ABC Radio Tasmania Radio News****4:00PM AEST Friday, 17 March 2006**

TASMANIAN ELECTION. The Tasmanian Greens are concerned about whether the Tasmanian State Government is connected to the Tasmanians For A Better Future advertising campaign.

Grab(s) of Australian Greens Senator Christine Milne, who says she wants the Tasmanian State Government to rule out its involvement;  
 Tasmanian Premier Paul Lennon, who says he is not aware of who is part of the campaign.

Refers To: Michael Kent, Tasmanian Chamber of Commerce and Industry.  
 (M40216168)

**Order this item****936 ABC HOBART Louise Saunders****4:09PM AEST Friday, 17 March 2006****Producer: Lynn Hawkes 03 6235 3333**

	16-24	0
	25-39	200
	40+	6,000
	All People	6,200
	ABs	1,100
	GBs	3,800

TASMANIAN ELECTION. Saunders interviews Annie Guest, ABC reporter, about the state election. Guest says that Tasmanian Premier Paul Lennon went to a childcare centre and warned against a minority government. Guest says that the Tasmanian State Opposition states that it would have spent the Tasmanian State Government's "war chest" on the Royal Hobart Hospital. Guest says that the Tasmanian Greens have called for voters to restore accountability in Parliament.

Refers To: Australian Greens Senator Christine Milne; Tasmanians For A Better Future.  
 (M40216418)

**Order this item****HOBART RADIO NATIONAL 585AM Radio News****5:00PM AEST Friday, 17 March 2006**

	16-24	0
	25-39	400
	40+	1,800
	All People	2,200
	ABs	500
	GBs	1,300

TASMANIAN ELECTION. Tasmanian political leaders have continued with their election campaigns.

Grab(s) of Tasmanian Premier Paul Lennon, who says he is not aware of who is behind the Tasmanians For A Better Future campaign;  
 Tasmania Opposition Leader Rene Hidding, who says here is proof of a Tasmanian State Government war chest;  
 Tasmanian Greens Leader Peg Putt, who says that she wants to reassure voters.  
 (M40216728)

**Order this item****936 ABC HOBART Radio News****5:00PM AEST Friday, 17 March 2006****News Director: Mr Andrew Fisher 03 6235 3333**

	16-24	0
	25-39	400
	40+	5,900
	All People	6,300
	ABs	800
	GBs	3,100

TASMANIAN ELECTION. Tasmanian political leaders have continued with their election campaigns.

Grab(s) of Tasmanian Premier Paul Lennon, who says he is not aware of who is behind the Tasmanians For A Better Future campaign;  
 Tasmania Opposition Leader Rene Hidding, who says here is proof of a Tasmanian State Government war chest;  
 Tasmanian Greens Leader Peg Putt, who says that she wants to reassure voters.  
 (M40216729)

**Order this item****ABC Northern Tasmania Radio News****5:00PM AEST Friday, 17 March 2006****News Director: Ms Jodi Lowe 62 35 3333**

TASMANIAN ELECTION. Tasmanian political leaders have continued with their election campaigns.

Grab(s) of Tasmanian Premier Paul Lennon, who says he is not aware of who is behind the Tasmanians For A Better Future campaign;  
 Tasmania Opposition Leader Rene Hidding, who says here is proof of a Tasmanian State Government war chest;  
 Tasmanian Greens Leader Peg Putt, who says that she wants to reassure voters.

Tasmanian Greens Leader Peg Putt, who says that she wants to reassure voters.

(M40216730)

**Order this item**

**ABC Radio Tasmania Radio News**

**5:00PM AEST Friday, 17 March 2006**

**TASMANIAN ELECTION.** Tasmanian political leaders have continued with their election campaigns.

Grab(s) of Tasmanian Premier Paul Lennon, who says he is not aware of who is behind the Tasmanians For A Better Future campaign;

Tasmania Opposition Leader Rene Hidding, who says here is proof of a

Tasmanian State Government war chest;

Tasmanian Greens Leader Peg Putt, who says that she wants to reassure voters.

(M40216731)

**Order this item**

**ABC Northern Tasmania Radio News**

**5:30PM AEST Friday, 17 March 2006**

**News Director: Ms Jodi Lowe 62 35 3333**

**TASMANIAN ELECTION.**

Tasmania's political leaders spent their last day on the hustings emphasizing their election platforms.

Paul Lennon, Tasmanian Premier, began the day at a child care centre arguing a minority government would jeopardise the future of Tasmanian children and fended off questions about any government connections to an advertising campaign by secretive group called Tasmanians for a Better Future.

Outside the Royal Hobart Hospital Rene Hidding, Liberal Leader, seized on revelations the government has found another \$166 million to fund its election promises.

Grab(s) of Rene Hidding, who says the Liberals would use the money for the hospitals.

Pegg Putt, Greens Leader, who says the party would be responsible in a minority government.

Today's polls show the result remains on a knife-edge.

(M40217117)

**Order this item**

**666 ABC CANBERRA Alex Sloan**

**9:36AM AEST Thursday, 16 March 2006**

**Producer: Mr Dan Craig 02 6275 4589**

Sloan interviews Sue Neil, Hobart Mercury.

**TASMANIAN ELECTION.** Neil talks about the latest news from the Tasmanian election campaign. She discusses the Christian groups campaigning against the Tasmanian Greens' policies on homosexuality. The campaign features full page newspaper advertisements. She mentions the group Tasmanians for a Better Future, which is campaigning for Labor's majority stable government. She mentions concern over funding for this campaign coming from big business.

Sloan thanks Neil.

Refers To: Tasmanian Government; Michael Kent, Tasmanian Chamber of Commerce; Woolworths; Research Bay; Greens Leader Bob Brown;

Dick Smith, businessman; Tasmanian Premier Paul Lennon;

Tasmanian Liberal Leader Rene Hidding; Jeff Kennett, former Victorian Premier

(M40196901)

16-24	0
25-39	1,000
40+	11,100
All People	12,100
ABs	3,100
GBs	7,100

**Order this item**

**ABC Radio Tasmania Tim Cox**

**9:56AM AEST Thursday, 16 March 2006**

**Producer: John Sluis 62353222**

Cox interviews Damion Mantack, Tasmanian Liberal Party, about meeting with the Exclusive Brethren. He says two members of the group came to see him.

He says the Tasmanian Liberal Party are not working or co-operating with the Exclusive Brethren. He says volunteers are not letter boxing brochures for the Tasmanian Liberal Party and the Exclusive Brethren. He says there should be more accountability and transparency during the election campaign.

Refers To: Tasmanian Greens Party; Australia Post; Tasmanians For A Better Future.

(M40196729)

**Order this item**

**ABC Radio Tasmania Radio News**



**2:00PM AEST Wednesday, 15 March 2006**

**TASMANIAN ELECTION.** The Tasmanian Chamber of Commerce and Industry chairman says he has funded the Tasmanians For A Better Future campaign. Grab(s) of Michael Kent, TCCI, who says that many TCCI members support a majority government.  
(M40185395)

Order this item**936 ABC HOBART Penny Johnston**

**3:30PM AEST Wednesday, 15 March 2006**

**Producer: Mr Paul McIntyre**

**News headlines:**

The Tasmanian State Opposition has announced its complete health policy;  
The Tasmanian Chamber of Commerce and Industry chairman says he has funded the Tasmanians For A Better Future campaign;  
ABC Learning is to buy rival Kids Campus;  
Bali police will hand over four suspected terrorists to prosecutors.  
(M40186645)

16-24	100
25-39	500
40+	6,100
All People	6,700
ABs	400
GBs	3,800

Order this item**HOBART RADIO NATIONAL 585AM Radio News**

**4:00PM AEST Wednesday, 15 March 2006**

**TASMANIAN ELECTION.** Tasmanian Chamber of Commerce and Industry chairman Michael Kent says he has given money to the Tasmanians For A Better Future campaign. Grab(s) of Michael Kent, TCCI, who says that the money he provided was his own.  
(M40186841)

16-24	0
25-39	0
40+	1,200
All People	1,200
ABs	400
GBs	1,000

Order this item**936 ABC HOBART Radio News**

**4:00PM AEST Wednesday, 15 March 2006**

**News Director: Mr Andrew Fisher 03 6235 3333**

**TASMANIAN ELECTION.** Tasmanian Chamber of Commerce and Industry chairman Michael Kent says he has given money to the Tasmanians For A Better Future campaign. Grab(s) of Michael Kent, TCCI, who says that the money he provided was his own.  
(M40186842)

16-24	100
25-39	500
40+	6,300
All People	6,900
ABs	1,100
GBs	4,100

Order this item**ABC Northern Tasmania Radio News**

**4:00PM AEST Wednesday, 15 March 2006**

**News Director: Ms Jodi Lowe 62 35 3333**

**TASMANIAN ELECTION.** Tasmanian Chamber of Commerce and Industry chairman Michael Kent says he has given money to the Tasmanians For A Better Future campaign. Grab(s) of Michael Kent, TCCI, who says that the money he provided was his own.  
(M40186843)

Order this item**ABC Radio Tasmania Radio News**

**4:00PM AEST Wednesday, 15 March 2006**

**TASMANIAN ELECTION.** Tasmanian Chamber of Commerce and Industry chairman Michael Kent says he has given money to the Tasmanians For A Better Future campaign. Grab(s) of Michael Kent, TCCI, who says that the money he provided was his own.  
(M40186844)

Order this item**ABC NEWSRADIO Rolling News**

**6:03AM AEST Tuesday, 28 February 2006**

A group called Tasmanians for a Better Future is running an advertising campaign promoting majority government.

Grab(s) of television advertisement;

Bruce Taylor, Tasmanian electoral commissioner, who says the advertisement is authorised and there is no further obligation on those placing it.

16-24	2,000
25-39	8,600
40+	41,900
All People	52,500
ABs	17,200
GBs	29,000

Refers To: Southern Cross; ALP; Liberal Party; Tasmanian Chamber of Commerce.  
(M39996014)

Order this item**ABC NEWSRADIO Rolling News****8:04AM AEST Tuesday, 28 February 2006**

A group called Tasmanians for a Better Future is running an advertising campaign promoting majority government.

Grab(s) of television advertisement;

Bruce Taylor, Tasmanian electoral commissioner, who says the advertisement is authorised and there is no further obligation on those placing it.

16-24	4,000
25-39	10,300
40+	54,600
All People	68,900
ABs	28,300
GBs	39,300

Refers To: Southern Cross; ALP; Liberal Party; Tasmanian Chamber of Commerce.  
(M40001295)

Order this item**Ultra106five Radio News****6:00PM AEST Tuesday, 28 February 2006****TASMANIAN ELECTION:**

Reporter: Amanda Allie

A poll survey indicates Tasmanians believe Liberal MP Will Hodgman would make a better leader than Tasmanian Liberal Leader Rene Hidding, in amidst parties' electioneering campaigns which today revolved around the local health sector.

Grab(s) of Tasmanian Deputy Liberal Leader Will Hodgman, who says its ludicrous to contemplate it in the middle of an election result.

Tasmanian Liberal Leader Rene Hidding, who says Will has a sparkling career ahead of him.

Tasmanian Premier Paul Lennon, who says he's focusing on convincing Tasmanians to come forward with certainty into the future.

Haydn Walters, Australian Medical Association, who says they are spending more money than they need, it doesn't make sense.

Tasmanian Greens MHA Tim Morris, who says the site is an old rabbit warren.

Tasmanian Economic Development Minister Lara Giddings, who says it would cost too much.

Tasmanian Shadow Health Minister Sue Napier, who says it goes into services that people are in desperate need of.

(M40008597)

Order this item**TASMANIAN SOUTHERN CROSS TV State Television News****6:00PM AEST Tuesday, 28 February 2006****News Director: Mr Grant Wilson 03 6344 0202****TASMANIAN ELECTION:**

Reporter: Amanda Allie

A poll survey indicates Tasmanians believe Liberal MP Will Hodgman would make a better leader than Tasmanian Liberal Leader Rene Hidding, in amidst parties' electioneering campaigns which today revolved around the local health sector.

Grab(s) of Tasmanian Deputy Liberal Leader Will Hodgman, who says its ludicrous to contemplate it in the middle of an election result.

Tasmanian Liberal Leader Rene Hidding, who says Will has a sparkling career ahead of him.

Tasmanian Premier Paul Lennon, who says he's focusing on convincing Tasmanians to come forward with certainty into the future.

Haydn Walters, Australian Medical Association, who says they are spending more money than they need, it doesn't make sense.

Tasmanian Greens MHA Tim Morris, who says the site is an old rabbit warren.

Tasmanian Economic Development Minister Lara Giddings, who says it would cost too much.

Tasmanian Shadow Health Minister Sue Napier, who says it goes into services that people are in desperate need of.

(M40008649)

16-24	N/A
25-39	N/A
40+	44,282
All People	88,429
ABs	N/A
GBs	39,481

Order this item**ABC NATIONAL RADIO PM****6:44PM AEST Tuesday, 28 February 2006****Producer: Michael Carey 02 9333 1500**

Reporter: Tim Jeans

A mystery group of donors behind a \$100,000 advertising campaign promoting majority parliament has added a touch of intrigue to the Tasmanian election.

Grab(s) of Political commentator Richard Herr, who says the advertisement appears to be advocating for Labor.

Tasmanian Greens Leader Peg Putt, who says the donors should make themselves known.

Terry Edwards, Chief Executive Forest Industries Association of Tasmania, who

16-24	1,200
25-39	16,700
40+	110,000
All People	127,900
ABs	51,900
GBs	68,800

says FIAT has not contributed to the election campaign.  
 David Price, ALP campaign director, who says Labor has nothing to do with the donors.  
 Tasmanian Opposition Leader Rene Hidding, who says people are free to make political contributions.  
 Bruce Taylor, Tasmanian Electoral Commissioner, who says donations don't require public disclosure.  
 Refers to: Tasmanian's for a Better Future  
 (S40009264)

Order this item

**936 ABC HOBART Louise Saunders**  
**4:40PM AEST Monday, 27 February 2006**  
**Producer: Lynn Hawkes 03 6235 3333**

16-24	0
25-39	300
40+	6,400
All People	6,700
ABs	900
GBs	3,800

News headlines:  
 In Tasmania, a former priest has been found guilty of sex offences;  
 The Tasmanians For a Better Future group is calling for Tasmanians to vote in a majority government;  
 Tasmanian Primary Industries Minister Steven Kons says that the discovery of a fox carcass will be used to help keep the state free of foxes.  
 (M39990700)

Order this item

**HOBART RADIO NATIONAL 585AM Radio News**  
**5:00PM AEST Monday, 27 February 2006**  
**TASMANIAN ELECTION.** The Tasmanians For a Better Future group is calling for Tasmanians to vote in a majority government.  
 Grab(s) of Tasmanian Electoral Commissioner Bruce Taylor, who says that there are no state-based disclosure laws.  
 (M39990341)

16-24	0
25-39	0
40+	1,800
All People	1,800
ABs	400
GBs	1,200

Order this item

**936 ABC HOBART Radio News**  
**5:00PM AEST Monday, 27 February 2006**  
**News Director: Mr Andrew Fisher 03 6235 3333**

16-24	0
25-39	0
40+	6,100
All People	6,100
ABs	1,800
GBs	3,300

**TASMANIAN ELECTION.** The Tasmanians For a Better Future group is calling for Tasmanians to vote in a majority government.  
 Grab(s) of Tasmanian Electoral Commissioner Bruce Taylor, who says that there are no state-based disclosure laws.  
 (M39990342)

Order this item

**ABC Northern Tasmania Radio News**  
**5:00PM AEST Monday, 27 February 2006**  
**News Director: Ms Jodi Lowe 62 35 3333**

**TASMANIAN ELECTION.** The Tasmanians For a Better Future group is calling for Tasmanians to vote in a majority government.  
 Grab(s) of Tasmanian Electoral Commissioner Bruce Taylor, who says that there are no state-based disclosure laws.  
 (M39990343)

Order this item

**ABC Radio Tasmania Radio News**  
**5:00PM AEST Monday, 27 February 2006**  
**TASMANIAN ELECTION.** The Tasmanians For a Better Future group is calling for Tasmanians to vote in a majority government.  
 Grab(s) of Tasmanian Electoral Commissioner Bruce Taylor, who says that there are no state-based disclosure laws.  
 (M39990344)

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